

BEST AVAILABLE COPY

JAN 17 2007

**FAX COVER SHEET****PLEASE CONFIRM RECEIPT OF THIS FACSIMILE**

Attention:	MAIL STOP AMENDMENT Group Art Unit: 2623 Examiner: Scott Beliveau	Fax: (571) 273-8300
UNITED STATES PATENT AND TRADEMARK OFFICE		Phone: (571) 272-7343
Pages:	Cover + 1 = 2	Date: January 17, 2007
From:	Georgann S. Grunebach Assistant General Counsel	Fax: (310) 964-0941 Phone: (310) 964-4615

The information contained in this facsimile is confidential and may also contain privileged attorney-client information or work product. The information is intended only for the use of the individual or entity to which it is addressed. If you are not the intended recipient, or the employee or agent responsible to deliver it to the intended recipient, you are hereby notified that any use, dissemination, distribution or copying of this communication is strictly prohibited. If you have received the facsimile in error, please immediately notify us by telephone, and return the original message to us at the address below via the U.S. Postal Service. Thank you.

**CERTIFICATION OF FACSIMILE TRANSMISSION UNDER 37 CFR 1.8**

I hereby certify that this correspondence identified below is being facsimile transmitted to (571) 273-8300 (Centralized facsimile number), addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on January 17, 2007.


 A handwritten signature of Georgann S. Grunebach in black ink, written over a horizontal line.
   
January 17, 2007  
(Date of Signature)

Telephone No. (310) 964-4615 / (Printed Name of Person Signing Certificate)

Attention: Commissioner for Patents

Attorney Docket No. PD-990193

Please find attached Re:

Serial No.: 09/532,755

Filing Date: 03-22-2000

➤ AUTHORIZATION TO ACT IN A REPRESENTATIVE CAPACITY PTO/SB/84  
(1 page)

If you do not receive all pages, or pages are not clear, please call Karen Lum at (310) 964-0735.

The DirecTV Group, Inc., CA/LA1/A109, P. O. Box 956, El Segundo CA 90245

JAN 17 2007

PTO/SB/84 (09-06)

Approved for use through 12/31/2008. OMB 0651-0035

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

## AUTHORIZATION TO ACT IN A REPRESENTATIVE CAPACITY

In re Application of:

Finseth et al.

Application No.

09/532,755

Filed:

March 22, 2000

Title:

METHOD AND APPARATUS FOR TRANSMISSION, RECEIPT AND DISPLAY OF  
ADVERTISEMENTS

Attorney Docket No.

PD-203009

Art Unit:

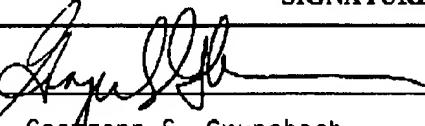
2623

The practitioner named below is authorized to conduct interviews and has the authority to bind the principal concerned. (Note: pursuant to 37 CFR 10.57(c), a practitioner cannot authorize other registered practitioners to conduct interviews without consent of the client after full disclosure.) Furthermore, the practitioner is authorized to file correspondence in the above-identified application pursuant to 37 CFR 1.34:

Name	Registration Number
MARK G. HANLEY	44,736

This is not a Power of Attorney to the above-named practitioner. Accordingly, the practitioner named above does not have authority to sign a request to change the correspondence address, a request for an express abandonment, a disclaimer, a power of attorney, or other document requiring the signature of the applicant, assignee of the entire interest or an attorney of record. If appropriate, a separate Power of Attorney to the above-named practitioner should be executed and filed in the United States Patent and Trademark Office.

## SIGNATURE of Practitioner of Record

Signature		Date January 17, 2007
Name	Georgann S. Grunebach	Registration No., if applicable 33,179
Telephone	310-964-4615	

This collection of information is required by 1.31, 1.32 and 1.34. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.